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Dated: September 24, 2007 Signature: Maureen Divito

(Maureen Divito)

Docket No.: 0081004.00167US2 (RSA-044)
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ari JUELS Confirmation No.: 6866
Application No.: 09/802,278 Art Unit: 3621
Filed: March 8, 2001 Examiner: P. E. Elisca
Title: TARGETED DELIVERY OF INFORMATIONAL CONTENT WITH
PRIVACY PROTECTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NON-FINAL OFFICE ACTION

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated May 24, 2007, please reconsider the above-identified U.S. patent application in view of the following remarks:

Remarks/Arguments begin on page 2 of this paper.